

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An electro-optical apparatus, comprising:
 - a display panel including a plurality of pixels in a display area and in a peripheral region around the display area;
 - a driver that drives each of the pixels of said display panel based on a display signal which is externally supplied;
 - a timing detection device that detects timing to drive the pixels in the peripheral region of said display panel; and
 - a display controller that, before the externally-supplied display signal is supplied to the driver, applies a mask signal to the display signal ~~outputs a signal to said driver~~ at the timing detected by said timing detection device to always display during display operations the same color at pixels in the peripheral region regardless of color indicated for the pixels in the peripheral region by the ~~externally-supplied~~ externally-supplied display signal.
2. (Currently Amended) An electro-optical apparatus, comprising:
 - a display panel including a plurality of pixels in a display area and in a peripheral region around the display area;
 - a driver that drives each of the pixels based on display data which is externally supplied corresponding to each of the pixels of said display panel; and
 - a display controller that, before the externally-supplied display data is supplied to the driver, applies mask data to the display signal ~~outputs to said driver mask data to~~ display each of the pixels in the peripheral region of said display panel in the same particular

color regardless of color indicated for the pixels in the peripheral region by the ~~externally supplied~~ externally-supplied display data.

3. (Currently Amended) An electro-optical apparatus, comprising:

- a display panel including a plurality of pixels in a display area and in a peripheral region around the display area;
- a memory which stores display data corresponding to each of the pixels of said display panel;
- a writing device that writes to said memory display data which is externally supplied;
- a driver that drives each of said pixels based on the display data in said memory; and
- a display control device that, before the externally-supplied display data is supplied to the writing device, applies mask data to the display data ~~writes to said memory display data~~ to always display during display operations each of the pixels in the peripheral region of said display panel in the same particular color regardless of color indicated for the pixels in the peripheral region by the ~~externally-supplied~~ externally-supplied display data.

4. (Currently Amended) An electro-optical apparatus, comprising:

- a display panel including a plurality of pixels in a display area and in a peripheral region around the display area;
- a memory which stores display data corresponding to each of the pixels of said display panel, the memory including a storage area corresponding to each of the pixels in the peripheral region of said display panel, the storage area being stored with mask data indicating the same particular color for all pixels of the peripheral region of the display panel;
- a writing device that writes to said memory display data which is externally supplied; and

a driver that, before the externally-supplied display data is supplied to the writing device, applies the mask data to the display data ~~drives each of said pixels based on the display data and the mask data in said memory~~ so that each of the pixels in the peripheral region of said display panel are displayed in the same particular color regardless of color indicated for the pixels in the peripheral region by the ~~externally-supplied~~ externally-supplied display data.

5. (Previously Presented) The electro-optical apparatus according to Claim 1, each of said pixels being formed of liquid crystal.

6. (Previously Presented) The electro-optical apparatus according to Claim 1, said particular color being white.

7. (Currently Amended) A method of driving an electro-optical apparatus which includes a display panel including a plurality of pixels, and a driver that drives each of the pixels of said display panel based on a display signal which is externally supplied, the method comprising:

detecting timing to drive the pixels in the peripheral region of said display panel; and

applying a mask signal to the display signal, before the externally-supplied display signal is supplied to the driver ~~outputting a signal to said driver~~ at the detected timing to display the same color at pixels in the peripheral region regardless of color indicated for the pixels in the peripheral region by the ~~externally-supplied~~ externally-supplied display signal.

8. (Currently Amended) A method of driving an electro-optical apparatus which includes a display panel including a plurality of pixels, and a driver that drives each of the pixels based on display data which is externally supplied corresponding to each of the pixels of said display panel, the method comprising:

applying mask data to the display data, before the externally-supplied display data is supplied to the driver, ~~outputting display data to said driver~~ to always display during display operations each of the pixels in the peripheral region of said display panel in the same particular color regardless of color indicated for the pixels in the peripheral region by the ~~externally-supplied~~ externally-supplied display data.

9. (Currently Amended) A method of driving an electro-optical apparatus which includes a display panel including a plurality of pixels, a memory which stores display data corresponding to each of the pixels of said display panel, a writing device that writes to said memory display data which is externally supplied, and a driver that drives each of said pixels based on the display data in said memory, the method comprising:

applying mask data to the display data, before the externally-supplied display data is supplied to the writing device, ~~writing mask data to said memory as display data for each of the pixels in the peripheral region of said display panel~~ to display the same color at pixels in the peripheral region regardless of color indicated for the pixels in the peripheral region by the ~~externally-supplied~~ externally-supplied display data.

10. (Previously Presented) The method of driving an electro-optical apparatus according to Claim 9, said writing step including writing display data to display a particular color that is white.

11. (Previously Presented) The electro-optical apparatus as claimed in claim 1, wherein the display controller outputs a signal to always display during display operations the pixels in the display area in colors indicated by the externally supplied display signal.

12. (Previously Presented) The electro-optical apparatus as claimed in claim 2, wherein the display controller stops outputting display data to said driver and enables transfer of the externally supplied display data to the driver to always display during display

operations each of the pixels in the display area in the color indicated by the externally supplied display data.

13. (Previously Presented) The electro-optical apparatus as claimed in claim 3, wherein the display control device writes to said memory display data to always display during display operations each of the pixels in the display area in the color indicated by the externally supplied display data.

14. (Previously Presented) The electro-optical apparatus as claimed in claim 4, wherein the driver drives each of said pixels so that each of the pixels in the display area is always displayed during display operations in the color indicated by the externally supplied display data.